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Newsletter



OFFICE FOR FOOD AND FEED CONSERVATION
U. S. DEPARTMENT OF AGRICULTURE

CHARLES F. BRANNAN, *Secretary of Agriculture*

No. 24 June 18, 1948

WASHINGTON ROUNDUP

Radio spot announcements, urging increased consumption of potatoes, which are in surplus supply, are being sent out to all radio stations. The period from June 17 to 26, inclusive, has been designated to point up the need for increased use of potatoes. Together with these announcements, radio stations will receive copies of "Money-Saving Main Dishes" which devotes an entire section to potato menus and recipes.

Previously, copy, emphasizing the need for greater use of potatoes, was sent to women broadcasters, women's page editors, and home economists in business. The copy to women broadcasters reads in part:

"By encouraging consumers to shop the plentiful list first, you will help them to save money in a time of high food prices. You will also assist the food industry to market products which often pile up in the seasonal flush of production. Under these conditions, waste and spoilage frequently threaten to result in outright losses of foods which, by reason of their perishable quality, could never be exported to hungry nations. Early crop potatoes are in this category.

"Heavier consumption of the seasonal abundance can ease sharp ups and downs in farm prices. Erratic price movements-- especially prices below even farm production costs in paradoxical contrast to the inflated prices of scarce items -- is poor business for producers and consumers alike."

We have also distributed to broadcasters, food editors, and home economists copies of the pamphlet "Use Plentiful Potatoes." This pamphlet contains information regarding the use of potatoes and a number of potato menus and recipes. Incidentally, Bart E. Bryan, Chairman of the St. Petersburg, Fla., Citizens Food Committee has ordered 15,000 copies for distribution. The St. Petersburg group is also working hard on distribution of "Money-Saving Main Dishes."

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Secretary of Agriculture Charles F. Brannan has designated the week of July 19 to 24 as National Home Food Preservation Week.

This week has been designated to stress the importance to homemakers of taking advantage of the supplies of the various home and commercially produced fruits and vegetables that will be available in seasonal abundance throughout the summer and fall months. Foods in excess of current consumption needs thus may be saved for use next winter by the family itself as well as for use in the local school lunch programs and by charitable institutions

In announcing the week, Secretary Brannan declared: "Food is still the most important single factor in the fight for world peace. We cannot afford to let the abundances of our farms and gardens be wasted when, with a little planning and a little extra effort, these supplies can be used to maintain the health and vigor of our families and add to the total world food supply."

Unnecessary waste of perishable foods during periods of peak seasonal supply is a never-ending problem, Secretary Brannan emphasized. "Food preservation, by canning, freezing, drying and storing, can act as a kind of inventory control for both the farmer and consumer," he said. "It is a means of stretching the abundance of summer over into the winter months when fresh produce is less plentiful and usually higher in price. A well-planned national home food preservation program will provide expanded food markets for commercial producers of fresh fruits and vegetables and better nutrition for consumers."

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The OFFC has issued a new information leaflet entitled "Save Food by Killing Garden Insects." It suggests a simple three-point program of insect control for the home gardener; (1) apply rotenone once each week; (2) apply it carefully and thoroughly; (3) use other control measures for insects that rotenone doesn't kill.

It is pointed out that rotenone can be used with safety on all garden crops and that, in amounts sufficient to kill insects, it is not poisonous to humans, birds and animals. For insects which are not killed by rotenone, the gardener is advised what insecticides to use and how to use them.

The leaflet emphasizes that "bountiful yields from home gardens during these postwar years of food shortages and high prices are important." Copies may be obtained by writing the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

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The U. S. Department of Labor thought so well of the booklet, "Money-Saving Main Dishes," that it issued a release suggesting to homemakers that they obtain a copy. The release declared:

"The homemaker struggling with high food costs and food shortages will find practical help in a new recipe booklet, "Money-Saving Main Dishes," issued by the United States Department of Agriculture. More than 150 recipes, meal plans and lunch box suggestions offer ways of using plentiful foods and lower-priced meats to provide a great variety of hearty, healthful meals.

"...Consistent use of the recipes and meal plans will provide the family with the nutrients required for working energy and health."

KENTUCKY COOPERATION

The Kentucky Citizens Food Committee, under the chairmanship of Frank S. Newell, is doing an excellent job in putting across the consumer food conservation program in the Blue Grass State. In a letter to Secretary Brannan, Mr. Newell enclosed a copy of a letter to Mrs. Robert Lillis, President of the

Franklin County Homemakers Clubs, in which he expressed his pleasure that the club would distribute the "Money-Saving Main Dishes" booklet.

Mr. Newell informed Secretary Brannan that "this letter will cover this particular county, and efforts will be made by the committee chairmen in other parts of the State to follow the same policy."

He also enclosed numerous clippings of the "Farm and Home" column, a daily feature of The State Journal, published in Frankfort, which contain reference to "Money-Saving Main Dishes."

HIGH COSTS

From the New York Herald Tribune of June 11:

"Meat prices have risen so high that the Department of Markets has been forced to almost eliminate meats from its weekly low-cost food menus, it was announced yesterday....

"The pressure on the consumer's purchasing power grows heavier each day and there is no assurance that the turning point is near," Eugene G. Schulz, Markets Commissioner said.

"The general retail price of porterhouse steak was \$1.03 a pound, compared with 85 cents a year ago. Chuck steak was 73 cents as compared with 49 cents in 1947 and rib roast was 73 cents as compared with 65 cents a pound a year ago..."

MONEY-SAVING MAIN DISHES

The Chicago Journal of Commerce has a pat on the back for "Money-Saving Main Dishes" in a recent issue. An editorial in the paper reads in part:

"This little booklet tells what is needed for well balanced meals; how to prepare various low-cost dishes; how to achieve variations of these recipes; how to buy meat and poultry intelligently; and the like.

"The government also publishes booklets on nutrition, agricultural problems, gardening, home canning and other topics of interest to producers and users of food.

"These pamphlets are generally authoritative and informative. They are free or offered at nominal cost.

"Here lies the true function of government in connection with the nation's food problem: to inform, to guide, to help -- not to coerce."

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Writing in the Memphis Commercial Appeal, Ida Clemens tells how seniors of the Mississippi State College for Women are using "Money-Saving Main Dishes" in the nutritional problems class. She relates how the students tackled the problem of preparing "the best food that will meet all body needs and yet be within the average income level."

The girls sent for the booklet, "Money-Saving Main Dishes." The story continues:

"Miss Kittye Peebles of Philadelphia, a student, emphasized that intriguing meals need not be expensive.

"'Building the daily menu around a main dish requires imagination to make the menu colorful and interesting, foresight as to the suitability of the menu and common sense from the nutrition and food cost standpoint,' she said.

"One of the easiest ways of checking a menu from the standpoint of nutrition is to use the seven basic food chart in the booklet . . .

"'Meals planned with the aid of this chart will tempt the most lagging appetite and replenish the vim, vigor and vitality lost through ignoring the basic principles of good nutrition,' Miss Peebles said."

Miss Clemens's article is well illustrated by photographs showing the nutrition students preparing the "money-saving" dishes.

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Mrs. A. N. Satterlee, Director of the Minneapolis Food Conservation Commission, has been busy distributing copies of "Money-Saving Main Dishes." Originally she requested 100 copies but then placed an order for 1,550 more when members of her group wanted them for their organizations.

We will keep you informed on events in Washington and the programs of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food and feed conservation program.

